

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

Claim 1 (currently amended): Method for applying an imprint or label (6) to an object, such as a container (2, 20), in which:

- a support belt (5) bearing separated labels (6) is fed from a stock roll towards to an application head (3), the support belt (5) bearing separated labels (6) being attached to the support belt (5) by a support side and being provided with an adhesive on an application side, wherein each label (6) has been exposed front side and an opposite rear side, the labels (6) being attached to the support belt (5) by means of the rear side,

- an object (2, 20) is fed to the application head (3), and  
- the adhesive of the label (6) is brought into contact with the object (2, 20) with the aid of the application head (3), characterized in thatwherein

- the support belt (5) is deformed upstream of the application head (3) in such a manner that the adhesion of the support side of the label (6) to the support belt (5) is reduced fed from the stock roll towards an edge of strip (7), positioned upstream from the application head (3) and defining a pressure line transversely to a length direction of the belt, and is urged over said edge or strip (7) in order to deflect the support belt (5) at the location of the pressure line at a non-rounded angle,

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- the support belt (5) and the label (6) being urged over the pressure line in order to mechanically reduce the adhesion between the support belt (5) and the label (6) and thereafter both the support belt (5) and the label (6) are fed towards the application head (3),

- the support belt (5) being urged towards the object by means of the application head (3) in order to bring the front side of the label (6) into contact with the object (2, 20), wherein the front side of the label (6) is provided with an adhesive, the adhesive force between the label (6) and the object (2, 20) during application exceeding the adhesive force between the label (6) and the support belt (5).

Claim 2 (previously presented):      Method according to claim 1, characterized in that the support belt (5) is deformed over an angle which is between 45° and 90°.

Claim 3 (previously presented):      Method according to claim 1, characterized in that the label (6) substantially comprises ink and adhesive.

Claim 4 (previously presented):      Method according to claim 1, characterized in that the label (6) is heated when it is applied to an object (2, 20).

Claim 5 (previously presented):      Method according to claim 1, characterized in that the support belt (5) is deformed in the vicinity of the application head (3), at least the upstream end of the label (6) being clamped between the object (2, 20) which is to be printed and the

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application head (3) before the support belt (5) is deformed at the downstream end of the label (6).

Claim 6 (previously presented): Method according to claim 1, characterized in that the label (6) and the support belt (5) are fed past the application head (3), the adhesive of the label (6) being brought into contact with the object (2, 20) as a result of the application head (3) acting on the support belt (5).

Claim 7 (currently amended): Method for applying an imprint or label (6) to an object, such as a container (2, 20), in which:

- a support belt (5) bearing separated labels (6) is fed from a stock roll towards to an application head (3), the support belt (5) bearing separated labels (6) being attached to the support belt (5) by a support side and being provided with an adhesive on an application side, wherein each label (6) has been exposed front side and an opposite rear side, the labels (6) being attached to the support belt (5) by means of the rear side,

- an object (2, 20) is fed to the application head (3), and

- the adhesive of the label (6) is brought into contact with the object (2, 20) with the aid of the application head (3), characterized in that wherein

- the support belt (5) is deformed upstream of the application head (3) in such a manner that the adhesion of the support side of the label (6) to the support belt (5) is reduced fed from the stock roll towards an edge of strip (7), positioned upstream from the application head (3) and

defining a pressure line transversely to a length direction of the belt, and is urged over said edge or strip (7) in order to deflect the support belt (5) at the location of the pressure line at a non-rounded angle,

- the support belt (5) and the label (6) being urged over the pressure line in order to mechanically reduce the adhesion between the support belt (5) and the label (6) and thereafter the label (6) is fed towards the application head (3),  
- the front side of the label (6) being brought into contact with the object (2, 20), wherein the front side of the label (6) is provided with an adhesive, the adhesive force between the label (6) and the object (2, 20) during application exceeding the adhesive force between the label (6) and the support belt (5)Method according to claim 1,  
characterized in that the support belt (5) is removed upstream of the application head (3).

Claim 8 (previously presented): Method according to claim 1, characterized in that the support belt (5), downstream of the application head (3), is moved past a removal strip (11), in such a manner that labels (6) which have remained on the support belt (5) are removed from the support belt (5) by the removal strip (11).

Claim 9 (currently amended): Device, clearly intended for carrying out the method according to claim 1, which device comprises:

- a frame,

- an application head (3) which is attached to the frame and is displaceable with respect to the frame,

- means for feeding a support belt (5) towards the application head (3), separated labels being arranged on the support belt (5), and

- means (10) for removing the support belt (5) from the application head (3) towards a removal roll, characterized in that the device comprises an edge or strip (7) which is arranged upstream of the application head (3) in the path of the support belt (5), ~~which edge or strip (7) comprises a contact surface which extends in a substantially transversely with respect to the direction of movement of stationary manner relative to the support belt (5), in a direction transversely to the direction of movement of the support belt (5),~~ the edge or strip (7) providing ~~an angle-a non-rounded angle~~ in the path of the support belt in order to ~~bend-deflect~~ the support belt (5) at ~~said~~ contact surface in order to obtain local deformation of the support belt (5) at said contact surface for a mechanical reduction of adhesion of the labels (6) to the support belt (5).

Claim 10 (currently amended): The device according to claim 9, Device, clearly intended for carrying out the method according to one of the preceding claims, which device comprises:

~~- a frame,~~  
~~- an application head (3) which is attached to the frame and is displaceable with respect to the frame,~~  
~~- means for feeding a support belt (5) towards the application head (3), separated labels being arranged on the support belt (5), and~~

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~~—means (1) for removing the support belt (5) from the application head (3) toward a removal roll, characterized in that the device comprises a bending member (7) which is arranged upstream of the application head (3), in or in the vicinity of the path of the support belt (5), which bending member (7) comprises a~~

wherein said contact surface ~~which~~ extends substantially transversely with respect to the direction of movement of the support belt (5), in such a manner that the support belt (5), in use, moves over the contact surface of the bending member (7).

Claim 11 (previously presented): Device according to claim 9, characterized in that the distance between the edge or strip (7) and the application head (3) is adjustable.

Claim 12 (previously presented): Device according to claim 9, characterized in that the application head is designed as a roller (3).

Claim 13 (previously presented): Device according to claim 9, characterized in that the application head is designed as a brush (15, 31).

Claim 14 (previously presented): Device according to claim 9, characterized in that that side of the application head (30) which faces towards the objects (2, 20) to be printed is provided with a substantially curved recess.

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Claim 15 (previously presented): Device according to claim 9, characterized in that the device comprises a removal strip (11) which is positioned downstream of the application head (3) in the path of the support belt (5).